

## POSITION DESCRIPTION

Agency Liaison

*Working Title: Outreach & Education Coordinator*

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### **POSITION SUMMARY:**

Under general supervision of the Land and Water Resources Management Bureau Director, this position serves as a professional program staff person and special project coordinator for the Bureau of Land and Water Resources and serves as a non-supervisory member of the Bureau Management Team. This position is responsible for serving as a liaison within the agency and with counterpart agencies and organizations on land & water resource issues and on various aspects of land and water resources management. Duties include planning and developing policy for major bureau programs or projects, and preparation of policy papers, work plans and comprehensive program strategies, in close coordination with the Bureau Director and Section Chiefs. As part of a Bureau-wide outreach strategy, the liaison will serve on policy committees related to development of land and water resource management; develop proposals for federal grants and agreements; and for program budgets. This position will work with private and public sector partners to support and contribute to local conservation efforts, including support to ensure effective program evaluation. Training and outreach efforts are a key aspect of this position.

### **GOALS AND WORKER ACTIVITIES:**

- 35%    GOAL A:    Performance of liaison, outreach and coordination functions in cooperation with local, state and federal agencies, the university, trade associations and other organizations associated with land and water resource conservation in order to ensure effective program implementation.**
- A.1    Oversee the development and implementation of a comprehensive Bureau-wide outreach strategy, in coordination with the Section Chiefs, Bureau Director, Division Administrator and the Department's Public Information Officers. Strategy will be developed with input from staff within the Bureau and key conservation partners, using an iterative process that leads to an annually updated work plan.
  - A.2    Act as the department's lead contact with Wisconsin Land and Water Conservation Association to provide technical programmatic assistance, attend meetings, facilitate resolution of issues, and improve conservation program delivery.
  - A.3    Serve as a liaison with state agencies, [e.g., Department of Natural Resources (DNR), Wisconsin Geologic and Natural History Survey (WGNHS), UW –Extension, UW-Department of Soil Science, UW-College of Agricultural Science (UW-CALS), UW-Discovery Farms, UW- Platteville, Department of Revenue (DOR)] on matters that relate to land and water resource protection. Contacts are coordinated internally with the other members of the Management Team as part of the Bureau-wide outreach strategy.
  - A.4    Serve as a liaison with federal agencies (e.g., USDA's Natural Resources Conservation Service, USDA Farm Service Agency, US Environmental Protection Agency) on matters that relate to land and water resource protection. Contacts are coordinated internally with the other members of the Management Team as part of the Bureau-wide outreach strategy.
  - A.5    In close coordination with appropriate Section Chief and the Bureau Director, draft and negotiate memorandums of understanding and other inter-agency agreements involving technical and policy issues where the agency's implementation of nonpoint

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pollution regulations may be impacted by, or may impact on, regulations of other agencies.

- A.6 Act as a liaison to non-government groups (e.g., Wisconsin Land and Water Conservation Association, Wisconsin Counties Association, Cooperative Network, Farm Bureau, Dairy Business Association, Professional Dairy Producers Association, land trusts, state and local environmental groups) to provide information regarding the Land and Water Resource Management Bureau's programs or to request input or feedback on bureau activities. Contacts are coordinated internally with the other members of the Management Team as part of the Bureau-wide outreach strategy.
- A.7 Represent the agency on committees that may impact land and water resource policy or program function, particularly on issues related to programs of the DNR, UW Extension, UW- CALS, and UW- Soils Department, UW- Discovery Farms and WGNHS. Assignments are by the Bureau Director and are coordinated internally with the other members of the Management Team consistent with the Bureau-wide outreach strategy.
- A.8 Identify opportunities for inter-county cooperation and identify other mechanisms that could be used to enhance local land and water conservation implementation efforts. Work with LCD and LCCs to encourage them to take advantage of the opportunities identified.
- A.9 Coordinate with the Office of the Secretary, Division Administrator, and Departmental public information staff to provide information to committees, organizations and department staff to keep them apprised of program developments or changes through workshops, memoranda, and other information methods.
- A.10 As requested by the Bureau Director and Division Administrator, meet with the agency board, Department Secretary and legislators or their aides, to report on program initiatives, policy or regulatory issues.
- A.11 Meet routinely with the Bureau Director, Section Chiefs and the assigned Public Information Officer to brief them on recent activities. Prepare and provide reports and assist management with identify and crafting key outreach messages, as requested.
- A.12 Other duties as assigned by the Bureau Director to assist in effectively managing bureau resources.

**30%    GOAL B:    Coordinate the development and implementation of the Bureau's training program for local conservation staff and officials, farmers and farm organizations, environmental interests and others to meet state goals and objectives related to land and water conservation.**

- B.1 Work with the Bureau Management Team, Bureau staff, and key conservation partners, to design and implement a statewide training program under sec. 92.18, Wis. Stats., for county supervisors, staff, and other persons who benefit from the training program, including participation as the primary liaison on the statewide interagency training committee (SITCOM), or its equivalent, established under ATCP 50, Wis. Admin. Code. Support and coordinate efforts of the individual Section Chiefs to deliver education and training programs related to land and water resource conservation.

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- B.2 In consultation with the Department's Training Officer, evaluate the Bureau's training program to ensure its quality and effectiveness in meeting training objectives and customer needs.
- B.3 Coordinate and integrate training programs and activities across the Bureau and between the Sections, including certification programs.
- B.4 Working closely with the Division's designated Public Information Officer, plan and implement an education program to inform local governments, farmers and farm organizations and the general public about the state performance standards related to land and water resource conservation issues and in coordination with each Section Chief, using appropriate communication methods such as newsletters and workshops.
- B.5 Coordinate closely with the Bureau Director and Section Chiefs to design and provide orientation and training to new county conservationists for administering the soil and water resource management program.
- B. 6 Research and evaluate various options available for a remote distance learning system that can be used for external and internal Bureau training efforts. In coordination with the Bureau Management Team bring recommendations for implementation to Division Management. Conduct ongoing evaluation of its effectiveness.

**15%    GOAL C:        **Work on special projects including development of grant proposals, technical policy, budget analysis and the preparation of procedures and reports for major issues in the Land and Water Resource Bureau.****

- C.1 Develop technical and policy papers related to bureau program development and implementation.
- C.2 Prepare and coordinate reports for the Bureau Director or other management staff as directed, including data analysis and issue analysis.
- C.3 Assist the Bureau Director and the Section Chiefs in analysis of land and water resource management programs and their accomplishments for the year. Identify areas needing modification and/or necessary procedural changes which will affect the function and delivery of the programs. Prepare cost-benefit reports, as requested, regarding Bureau programs, identifying alternatives and options for program initiatives.
- C.4 In consultation with the Section Chiefs, coordinate the design and preparation of the annual Wisconsin Land & Water Resources Annual Progress Report to summarize impacts of the Bureau's programs in concert with the DNR and USDA- NRCS. Coordinate the design and preparation by Bureau staff of the Working Lands Connection electronic newsletter or its equivalent.
- C.5 Coordinate the development of budget issue papers for major Bureau issues, including their fiscal analysis.
- C.6 Assist Division and Bureau management with LWRB program budget forecasting and with analysis of the impacts of budget proposals on the Land and Water Resource Management Bureau's programs.

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- C.7 Coordinate the development within the Bureau of annual proposals for federal grants and agreements, in particular, for the U.S. environmental protection agency (i.e. Great Lakes Restoration Initiative, CWA/205(j) grants) and the U.S. Department of Agriculture (i.e. Upper Mississippi River Basin Initiative, Conservation Innovation Grants)
- C.8 Work collaboratively on grants, budgets and financial tracking with the Bureau Management Team and with contract specialists in the Bureau of Land and Water Resources.

**15% GOAL D:     **Serve as the Bureau quality manager, which includes program evaluation as well as administrative rules and records coordination.****

- D.1 Develop, maintain and review the bureau's quality assurance plans.
- D.2 Coordinate bureau program evaluations, work planning and review to assure programs remain effective and efficient.
- D.3 Coordinate hearings and other meetings, with assistance from appropriate section managers and staff, to solicit feedback on proposed and final department actions including administrative rule making and policy or program changes and assure public input and staff responses are appropriately documented. Coordinate the development of outreach materials necessary to support Bureau rule development.
- D.4 Provide internal coordination for the Bureau Management Team for review of legislation and the subsequent development and update of rules or procedures for Bureau programs. Develop appropriate schedules, work plans, make assignments, manage records and their tracking, and coordinate with Chief Legal Counsel.
- D.5 Provide internal coordination for the Bureau Management Team for the preparation of environmental assessments or impact statements, regulatory flexibility analyses, and other related documents required during all rulemaking procedures. Develop template documents, work schedules, recording system and assure coordination with office of the Chief Legal Counsel.
- D.6 In order to better evaluate the Bureau's program quality and effectiveness, coordinate with the Section Chief's to design and conduct listening sessions and other feedback mechanisms to solicit information from counties and key customers. Evaluate comments and other information, and make recommendations for Bureau response.
- D.7 Work closely with all Section Chiefs and their staffs to facilitate county program evaluation efforts, including resource inventories and monitoring activities, collection of conservation practice data and the preparation of findings, conclusions and recommendations.
- D.8 Lead the redesign of the Bureau's system for file and document tracking and oversee the implementation by the Office Program Associate in coordination with each the Section Chiefs.

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**5%    GOAL E:    Provision of technical, policy, and budget assistance to the Bureau and Division, as assigned.**

- E.1    Work with the Bureau Director and other members of the Bureau Management Team to advance program and policy initiatives that improve local implementation of land and water conservation programs.
- E.2    Prepare reports for the Division Administrator or other management staff as directed, including data analysis and issue analysis.
- E.3    Develop and coordinate budget issue papers for major division issues, as assigned.
- E.4    Represent the Division on technical and policy committees or taskforces as assigned.

**KNOWLEDGE AND SKILLS REQUIRED BY THE POSITION:**

- A. Extensive knowledge of programs and legal requirements pertaining to soil and water conservation local planning and regulation, and government agencies that administer agriculture-related programs.
- B. Extensive knowledge of and ability to apply the provisions of Wisconsin Statutes related to land and water conservation issues (e.g., chapters 71, 91, 92, 93, and 281).
- C. Extensive knowledge of local governments, authorities/representatives, and procedures in the field of land-use and resource management.
- D. Extensive knowledge of the development process of statutes and administrative rules and the implementation of compliance policies and procedures.
- E. Considerable knowledge and experience with the principles, methods and practices related to land and water conservation, nonpoint pollution control, and rural land-use planning and farmland protection.
- F. Extensive knowledge of education and outreach program development and techniques, including needs assessment, evaluation methods, and performance measurement techniques and ability to administer effective outreach programs.
- G. Considerable skill in written and oral communication, with a capacity to communicate scientific and technical information as it relates to conservation,
- H. Strong interpersonal skills and the ability to develop networks with a variety of government and outside agency representatives.
- I. Knowledge of budget analysis and development of budget papers.
- J. Knowledge of grant writing, especially to federal agencies.
- K. Advanced knowledge of administrative and management principles and practices

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- L. Advanced knowledge and experience in program planning, management and evaluation techniques, including knowledge of the concepts of quality management.
- M. Extensive skill with report development, including cost-benefit analyses.
- N. Effective organization skills.
- O. Effective writing and verbal presentation skills, this includes ability to network and maintain working relationships and to function effectively in a team environment.

**Special Requirements:** 1) Travel is required; 2) Valid Wisconsin drivers' license or the ability to provide one's own transportation for work purposes.

## **PERSONAL CONTACTS AND THEIR PURPOSE:**

- A. Bureau Director, section chiefs and program staff, daily to weekly, to discuss problems, report information, evaluate policies and procedures, recommend solutions, and establish and coordinate work schedules and assignments. Bureau Director, as needed to recommend actions on program guidance, problems identified, position papers prepared, and solutions to be implemented.
- B. Division Administrator, bureau director and higher level management, as needed, to evaluate programs, discuss and recommend annual work plans, and report on current practices and recommended changes in policies, procedures, and statute.
- C. The state boards, councils and other entities (including the Board of Agriculture, Trade, and Consumer Protection and the Land and Water Conservation Board, as needed, to provide information on programs in the land-use and resource management.
- D. Local government officials, staff and other representatives, daily to weekly, to provide assistance and as well as representatives of the private sector, to provide general and individualized technical assistance in the program areas pertaining to land and water resource management programs administered by the Bureau.
- E. A variety of federal, state and local government agencies (e.g., USDA, DNR, local planning and zoning officials, ), other external organizations, nonprofit conservation organizations and land trusts, staff of other state and federal agencies, daily to weekly, as needed, to provide interpretations of state and federal policies, guidelines, and technical standards, exchange program information, and consult regarding the interrelationship of programs
- F. The public, farmers, and other interested groups, as needed, to provide information on the department programs (including technical and financial assistance) and policies relating to land-use and the farmland preservation program.
- G. Contacts vary in length from several minutes to daylong meetings and may be in writing, by telephone, in person, or in group settings.

## **DISCRETION AND ACCOUNTABILITY:**

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- A. The basic objectives are defined by Chapters 71, 91 92, 93 and 281Wis. Stats. Basic guidelines are established by the Bureau Director. Within these basic guidelines, this position will exercise considerable discretion in carrying out daily work activities and establishing work objectives and priorities.
- B. The basic objectives are defined by Chapters 93 and 94, Wis. Stats. Basic guidelines are established by the Land and Water Resources Bureau Director. Within these basic guidelines, the position incumbent will exercise considerable discretion in carrying out daily work activities and establishing work objectives and priorities.
- C. General policy is established by the ATCP Board and Secretary. The incumbent will have considerable authority to recommend modifications of department rules and procedures, especially related to planning, technical issues and other matters associated with agrichemical management.
- D. Recommended administrative policy and procedures developed by the incumbent are reviewed by the bureau director, bureau management team and division administrator prior to implementation.
- E. There is some joint review and consultation on new programs with other agencies that may manage programs with impacts on land and water management programs. (DNR, USDA, EPA and UW). This review is to coordinate projects and programs. This position is not accountable to those agencies.
- F. Work assignments are determined by the Land and Water Resources Bureau Director. There is limited review of regular work, except as it relates to new policy. Supervision is of a general nature. The performance evaluation system provides for annual review by the Bureau Director.

### **PHYSICAL DEMANDS:**

Unusual physical demands are not required in this position.

### **WORKING ENVIRONMENT:**

Work is generally performed in an office environment although travel is required.